

Survey Research

Volume 13, Number 2

Spring 1981

In This Issue . . .

	Page
Current Research	1
Personnel Notes	11
Research Center News	
Reorganization at Cincinnati	12
New in the Field	
Network of State Polls	12
Requests for Material	
NCHS Requests Health Survey Topics	12
Announcements	
International Statistics Meeting in Israel	12
Jobs-People	13
Publications and Data Sets	
Updated GSS Bibliography	14
New WFS Series	14
Two ISR Sourcebooks	14
Harris Survey Sourcebook	14
Science Indicators Products Available	14
New DPLS Data Tapes	15
New Methodological Publications	15

Current Research

Further information on the studies described below should be obtained from the organizations conducting the studies at the addresses given at the beginning of each organization's listing.

Bureau of Social Science Research Washington, D.C.

(1990 M Street, N.W., Washington DC 20036)

Completed project:

Prosecutorial Decision-making. This three-year study, supported by the National Institute of Justice, U.S. Department of Justice, examined consistency and uniformity in prosecutorial decision-making across the U.S. The study surveyed 855 prosecutors and assistant prosecutors in 15 jurisdictions nationwide, using 250 criminal cases standardized in format and content and a case evaluation form that recorded prosecutors' decisions. In addition, to examine how policy is implemented in large urban jurisdictions operating under diverse conditions, visits were made to 10 urban prosecutors' offices and a mail and telephone survey of 80 urban prosecutors was conducted. The study's findings are reported in a four-volume series available from BSSR: *Prosecutorial Decisionmaking: A National Study* (Joan E. Jacoby, Leonard R. Mellon, Edward Ratledge, and Stanley Turner); *Policy and Prosecution* (Jacoby, Mellon, and Walter Smith); *Prosecutorial Decisionmaking: Selected Readings* (edited by Jacoby); and *The Standard Case Set: A Tool for Criminal Justice Decisionmakers* (Jacoby, Mellon, Ratledge, and

Turner).

Study directors: Joan E. Jacoby and Leonard R. Mellon.

**Center for Survey Research
University of Massachusetts/Boston and Joint
Center for Urban Studies of MIT and Harvard**

(100 Arlington Street, Boston, MA 02116)

Quality of Life in Boston. This study, sponsored by the Boston Committee, a nonprofit, independent group of leaders from business, city government, the media, and the clergy, assesses the attitudes of Boston residents about what they like and dislike about living in Boston. The interview covers such topics as residents' perceptions of their neighborhoods, crime and safety, police, schools, housing, jobs, and city government. Random-digit-dialed telephone interviews with a sample of 900 adults (18 years or older) living in households in the City of Boston are scheduled for completion in June 1981.

Project director: Floyd J. Fowler.

Completed projects:

Cable Television Smokers Study. One purpose of this survey, conducted May 15-18, 1981, for the Massachusetts Department of Public Health, was to talk to smokers who watched the initial TV program in a series sponsored by the De-

partment to help people quit smoking cigarettes. Second, the survey gathered information from all smokers regarding smoking, the effect on their lives, their efforts to quit smoking, if any, and their ideas about what might help them to quit smoking. Also, the sample may be used as a panel to provide a reading at a later date both on the long-term impact of the series of programs and on changes in smoking patterns that occur in the smoking population because of other causes. Using a list of Cable TV subscribers in the Worcester (Mass.) Cable TV Channel 10 area, 770 households were screened for smokers, which yielded 305 eligible households. In these, 452 smokers were found, and 324 (72%) were interviewed.

Study director: Floyd J. Fowler.

Evaluation of Raising the Legal Age of Drinking. As part of an NIAAA-funded evaluation of raising the minimum legal age of drinking in Massachusetts being conducted at Boston University, a random-digit-dialed survey of 1,000 teenagers (aged 16-19) in Massachusetts was conducted in April and May 1981, with an 80% response rate. These interviews were conducted two years after the law was changed and supplemented two surveys, one before the law change and one a year after the change. Interviews focused on drinking behavior, use of other drugs, and perceptions about risks and penalties of being caught. Interviews were also conducted by the State University of New York at Albany with a control sample of 1,000 teenagers in New York at each of the three periods.

Principal investigator: Norman Scotch (BU); co-principal investigator: Ralph Hingston (BU); study director: Thomas L. Mangione (CSR).

**Center for the Social Sciences
Columbia University**

(420 West 118th Street, New York, NY 10027)

Completed project:

The Columbia University Economic Survey of American Authors. The purpose of this survey, completed in May 1981 for the Authors Guild Foundation, was to describe the economic conditions of American authors: estimates of writing income and total income, occupational commitments to writing and other work, and correlates of financial success in writing. The survey involved mail questionnaires to a national sample of 4,856 authors (46% response rate), augmented by a small number of in-depth personal interviews.

Principal investigators: Jonathan R. Cole and Paul W. Kingston.



Survey Research

Volume 13, Number 2
Spring 1981

Mary A. Spaeth Editor

Published quarterly. Subscriptions free. For subscriptions, changes of address, etc., write:

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Urbana, IL 61801

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**Center for the Study of Middle-size Cities
Sangamon State University**

(Sangamon State University - PAC 420, Springfield, IL 62708)

Completed project:

Springfield Illinois Tax Referendum Study. This study, completed in March 1981 for the Citizens to Maintain Strong Schools, examined the attitudes of Springfield (Illinois) registered voters toward a proposed school tax referendum. Telephone interviews were conducted with a stratified random sample of 400 households in the area of the Springfield School District 186, for a 83% response rate. Director of Survey Research: David C. Thomas.

**Centre de Sondage
Université de Montréal**

(P.O. Box 1628, Station "A", Montreal, Quebec, H3C 3J7, Canada)

University Omnibus Survey. This project, first implemented during fall 1980, is designed to permit various research units having limited funds to take advantage of a full-scale survey conducted across the Province of Quebec. Each spring and fall, approximately 2,000 RDD telephone interviews are completed throughout the province, with an average response rate of around 70%.

Project directors: Guy Trudel and Diane Grenier.

Completed projects:

Study of Training Practices in Quebec Enterprises. This recently completed survey for the Quebec Provincial Government sought to determine the various training practices of business enterprises having at least one establishment in the province. The project focused on on-job training activities, training or development activities during and outside regular working hours, and the cost and financing of training activities. After telephone screening and a short telephone interview in November 1980 to identify the enterprises having some kind of training program, questionnaires were mailed to the person responsible for such activities at 2,510 business enterprises, both private and public. Response rates were 93% for the telephone questionnaire and about 40% of the eligible enterprises for the mail questionnaire.

Project director: Pierre Bouchard.

Attitude toward Government Programs for Student Financial Assistance. This study for the

Quebec Provincial Government measured the general population's knowledge about governmental programs providing financial assistance to students and sought to determine to what extent such programs (or modifications in them) receive support. Using random-generated telephone numbers, telephone interviews were conducted in June 1980 with two samples within the Province of Quebec: persons aged 16 and over and persons aged 16-37 having reached the postsecondary level of education. A total of 1,384 interviews were completed with the general population (69% response rate) and 894 with the younger target group (78% response rate).

Study directors: Pierre Bouchard and Diane Grenier.

**Institute for Research in Social Science
University of North Carolina**

(Manning Hall--026A, University of North Carolina, Chapel Hill, NC 27514)

Completed project:

Predicting Achievement. This research monograph by Joseph Lowman, M. David Galinsky, and Bernadette Gray-Little reports the findings of a ten-year follow-up of black and white adolescents and examines factors that predict achievement, including psychological factors, ability, and opportunity. The study was an extension of a study by E.E. Baughman and W.G. Dahlstrom, reported in *Negro and White Children* (1968), which collected a wide range of psychological and sociological data on children attending four small schools, two white and two black, in a rural part of piedmont North Carolina. In the follow-up, funded in part by the Carolina Population Center, 175 of the 262 children in the original sample of 8th graders were interviewed to ascertain how they functioned as young adults. Among variables examined are their intellectual functioning, family size, personality characteristics, and achievement, as well as the effects of race and the role of migration. The 101-page monograph is available for \$7.00 from IRSS Publications.

**Institute for Social Research
Florida State University**

(654 Bellamy Bldg, Florida State University, Tallahassee, FL 32306)

Women's Adjustment to Retirement. This one-year study, funded by the NRTA-AARP Andrus Foundation and scheduled for completion in December 1981, seeks to gain in-depth infor-

mation on retirement adjustment among women in lower to middle income groups and with different family statuses. The study involves personal interviews with 150 women in Tallahassee who have retired since 1975.

Principal investigator: Maximiliane E. Szinovacz.

Legal Needs of the Mentally Disabled. Funded by the Florida Bar, the Governor's Commission on Advocacy for Persons with Developmental Disabilities, and the Florida Developmental Disabilities Council, this study examines methods for making legal services available to Florida's disabled. The study involves 637 questionnaires mailed to a sample of Florida Bar members, all Florida Legal Services offices, Public Defender offices, Bar Lawyer Referral Service Mental Disability Panel members, and Bar Committee on the Mental Disabled members.

Principal investigator: Winsor Schmidt.

Institute for Social Research University of Michigan

(P.O. Box 1248, Ann Arbor, MI 48106)

National Chicano Survey. Initially funded by NIMH and supplemented by ISR monies, this comprehensive study of the U.S. population of Mexican ancestry examines the mental health implications of ethnic identification, identity, and consciousness, assesses the state of major areas in Chicano life, and provides baseline data to serve as a research resource. The focus is the general quality or condition of life for Chicanos. After personal screening of about 11,000 households to ascertain ethnic origin, 1,360 households qualified for the study, with just under 1,000 ending up in the study. The sample was limited to Chicago and parts of California, Texas, Arizona, New Mexico, and Colorado because of the larger Chicano populations in these areas. The study used bilingual interviewers, many of whom were Chicano, and a detailed bilingual questionnaire over 200 pages long. Preliminary analyses have been completed, and a book is in the planning stage. The data will be released to the research community in 1982. For further information, contact Carlos H. Arce at ISR.

Five Thousand American Families--Patterns of Economic Progress. ISR has recently issued the ninth volume in this series on the continuing Panel Study of Income Dynamics. This latest report contains 19 chapters covering such topics as economic status, wages, poverty status, welfare use, intergenerational status transmission, retirement, wage expectations and men's labor supply, race/sex differences in the effects of background on achievement,

residential property taxes, econometric advantages of panel data, wage trade-off hypotheses, hourly earnings, child care, and housing demand. The report also summarizes other research from the study and presents the questionnaire for the 1979 wave of interviewing. The 538-page volume, edited by Martha S. Hill, Daniel H. Hill, and James N. Morgan, is available for \$22 clothbound (prepaid for orders from individuals) from ISR Publishing Division. The entire nine-volume clothbound set is available for \$98.

Completed project:

Employee Ownership. This study for the Economic Development Administration examined firms that have adopted a plan of employee ownership, either through an Employee Stock Ownership Plan (ESOP) or through direct ownership by employees. Letters asking permission to conduct a telephone interview were sent to the presidents of 148 companies in the U.S. and Canada that were thought to have some degree of employee ownership. Interviews were conducted in 132 of these companies, of which 98 proved to have some component of worker ownership (68 through ESOPs and 30 direct), and additional material was gathered from ESOP applications to the Internal Revenue Service. Information collected included industry type, number of employees, sales volume, percent of employees in ownership plan, and type of ownership, as well as the attitudes of managers toward the ownership and their judgment about the plan's effect on productivity and profit. In addition, one company with 100% employee ownership was studied in detail. A 72-page report on the study, by Michael Conte, Arnold S. Tannenbaum, and Donna McCulloch, is available for \$8 (paperbound) from ISR Publishing Division.

Institute for Survey Research Temple University

(1601 N. Broad Street, Philadelphia, PA 19122)

Project BEST. This USDL-funded study for the Center for Labor and Human Resource Studies, Temple University, seeks to determine whether a select group of students enrolled in Project BEST (Better Employment through Skill Training) will perform better than a group of students who pursued a more traditional high school curriculum. In the first phase, which sought to determine whether those enrolled in Project BEST understood labor market concepts better and manifested a more positive disposition toward getting and keeping a job, personal interviews were conducted in the fall of 1980 with 342 minority male and female youths

in the Philadelphia area who either graduated or should have graduated from high school in June 1980 (98% response rate). During May and June 1981, reinterviews are being attempted with all respondents who live within 25 miles of Philadelphia to determine whether the BEST students translate into action what they acquired through the program.

Study director: Ellin Spector.

Community Support Program Follow-up Study. Under subcontract from the Human Services Research Institute (HSRI), ISR will participate in a two-year outcome evaluation of the Community Support Program (CSP) at the local level. In the first of two linked studies, a cross-sectional sample of approximately 1,500 chronically mentally ill clients will be drawn from 15 CSP sites across the country. A second study calls for two follow-ups at 6 and 12 months with a subsample of 450 clients drawn from five CSP sites and a comparison sample the same size drawn from five non-CSP sites. Reports by Case Managers using Uniform Client Data Instruments will consist of demographic, social adjustment, quality of life, level of functioning, and service utilization data.

ISR study director: R. Hoyt Walbridge; HSRI project director: John W. Ashbaugh.

**Institute of Higher Education Research
and Services
University of Alabama**

(University, AL 35486)

Completed project:

Perspectives on Postsecondary Education. This study sought to determine Alabamians' perceptions of higher education and was designed to evaluate opinions and attitudes about teaching, research, service, finance, governance, and quality of performance. Telephone interviews were completed by the University of Alabama's Capstone Poll in December 1980 with 546 adult (over 18) Alabamians from a random sample of 736 individuals, for a 74% response rate of eligible respondents.

Study directors: Thomas Diener and Thomas G. Owings.

**Mathematica Policy Research
Princeton, New Jersey**

(P.O. Box 2393, Princeton, NJ 08540)

Evaluation of the Economic Impact of the Footwear Industry Revitalization Program (FIRP). This study for the Economic Development Admin-

istration, U.S. Department of Commerce, will provide information about the effects on footwear firms of FIRP, which was designed to help the U.S. footwear industry adjust to a changing market environment by modernizing the manufacturing and marketing process and expanding the demand for domestic production. The research seeks to ascertain whether FIRP will improve the long-term economic performance of the U.S. footwear industry and whether it will save and possibly create jobs in that industry. Personal interviews will be conducted nationwide in June-July 1981 with the chief executive officers at each of the 130 footwear firms in the sample (78 that received some FIRP benefits and 52 that did not).

Principal investigator: Walter Nicholson; project director: Walter Corson.

An Economic Evaluation of the Job Corps Program--Third Follow-up. In the fourth wave of this nationwide study for USDL, begun in 1977, telephone interviews will be conducted in the summer and fall of 1981 with the 5,791 young adults (predominately male and minority) who took part in the second follow-up in 1979 to evaluate the economic impact of the Job Corps program on its participants. The original sample in the baseline phase consisted of 5,200 youths who participated in the program and a comparison group of 1,500 youths similar in characteristics to the participants. The first and second follow-ups evaluated the short-term impact of the program. In measuring the longer term impact, this third follow-up will focus on employment, wages and duration of jobs, investment in human capital (especially training and educational programs), welfare dependence, drug use and criminal behavior, and participant ratings of the Job Corps program. In addition, a benefit-cost analysis is being undertaken using data obtained from special studies at Job Corps centers and federal financial data, as well as detailed information from the surveys.

Project director: Charles Mallar; survey director: Audrey McDonald.

Completed projects:

Low Income Furnace Retrofit Program. This pilot program, funded by the U.S. Department of Energy, consists of 200 Philadelphia households where furnace retrofits were done, plus 50 control households. All households qualified for participation in low income energy assistance programs and were mainly elderly. After retrofit, the fuel consumption of 50 treatment and 50 control homes was monitored. These 100 households were also surveyed by telephone about program participation and satisfaction. Response rates for the survey, completed in May 1981, were 100% for the

treatment group and 96% for the control group. Principal investigator: Sid Saltzman; survey director: Paul Planchon.

Colorado General Population Survey on Prevalence of Specific Health Risk Behaviors. Funded by the National Center for Disease Control, this study for the Colorado Department of Health was designed to aid in assessing the prevalence of health risk behavior related to smoking, alcohol abuse, obesity, hypertension, stress, and other preventable health conditions and chronic diseases among the noninstitutionalized population of Colorado. Telephone interviews using RDD were conducted in April-May 1981 with a sample of 2,754 Colorado residents. Principal investigator: Edward Carl Baumheier; survey manager: Kay Sigle.

MTAS Opinion Survey University of Maryland

(Maryland Technical Advisory Service, 1218N Social Sciences Building, University of Maryland, College Park, MD 20742)

Behavior, Awareness and Attitudes of Baltimore Residents on Transportation. Sponsored by the Baltimore Regional Planning Council under funding from the State of Maryland, this study, scheduled for April-July 1981, involves telephone interviews to be conducted with 400 adult citizens in the Baltimore Metropolitan Area. Principal investigator: Patricia S. Florestano.

National Analysts Philadelphia

(400 Market Street, Philadelphia, PA 19106)

Car Buying Study. The purpose of this study, to be completed by fall 1981 for the National Highway Traffic Safety Administration, is to ascertain whether consumers will seek to buy more "crashworthy" vehicles if provided with government ratings on such characteristics as ability to withstand collision damages, ease of repair, and ease of maintenance. The study will also examine vehicle purchase history, attitudes toward vehicle safety, and vehicle purchaser information sources. Personal interviews are being conducted in the contiguous U.S. with a sample of 2,400 automobile purchase decision-makers in households where a new automobile was purchased in the past 12 months or is planned for purchase in the next 12 months.

Officer-in-charge: Lucy Wilson; project director: Robert Kernish.

National Opinion Research Center University of Chicago

(6030 S. Ellis Ave., Chicago, IL 60637)

Suburban Youth Study. This study from the Illinois Institute for Juvenile Research examines the attitudes and problems of young people as they move from elementary to junior high school and how changes in life situation affect the young person's ability to cope with the complexities of life. A methodological interest is the integration of survey and ethnographic data and analysis with the objective of enhancing the validity of data on the process of juvenile deviance. The study involves 500 personal interviews with all 6th graders entering a certain public junior high school in September, plus a small number of parochial school students not entering the same junior high school. Follow-up interviews are planned as the students complete the 7th and 8th grades.

IJR project co-directors: Anthony Meade and Gary Schwartz; NORC project director: Mary Jean Key.

Methodological research:

The Black General Social Survey. The purpose of this NSF-funded study, scheduled for completion in July 1983, is to test ways of using the 1982 General Social Survey (GSS) to measure black attitudes and behavior and thereby improve the quality of data available for black Americans. Results from adding a small number (N = 70) of black respondents to those already in the usual GSS national area probability sampling frame will be compared with results from adding a small number (N = 250) of respondents drawn from a special sampling frame. In addition, the personal interviews will include 10-15 questions specifically addressed to blacks. The data will be made available as part of the 1982 GSS data set.

Co-principal investigators: James A. Davis, Martin Frankel, and A. Wade Smith.

National Social Science & Law Project Washington, D.C.

(1990 M Street, N.W., Suite 610, Washington, D.C. 20036)

Completed project:

The New Jersey Cost of Living Study. The purpose of this study, requested by Legal Services of New Jersey, was to test the widely held assumption that it is possible to maintain an adequate standard of living at either

a federal poverty-level income or the income provided through state public assistance programs. After deriving a definition of a minimally adequate standard of living and constructing budgets for several types of households, the study involved a survey of the costs of food, clothing, furniture, and other consumer goods in 24 randomly selected communities throughout New Jersey. Additional data were collected from official sources on the costs of housing, transportation, and out-of-pocket medical expenses. It was demonstrated that the cost of the goods and services needed to achieve the minimum living standard far exceeds both the poverty line and federal-state public benefits levels. The study's findings and methodology are presented in a report, *A Minimally Adequate Living Standard for New Jersey's Poor*, available from NSSLF.

Director: Leonard H. Goodman.

Policy Sciences Program Florida State University

(68 Bellamy Bldg, Florida State University,
Tallahassee, FL 32306)

Completed project:

The 1981 Florida Annual Policy Survey. In this latest statewide opinion poll, 1,019 randomly selected Florida residents aged 18 or over were interviewed by telephone between January 29 and February 23, 1981, using a two-stage RDD method. The study was designed to ascertain attitudes and opinions on the quality of life; major problems facing Florida; the job performance ratings of the President, governor, Legislature, and U.S. Congress; state government, social, and energy issues; and taxes, spending priorities, and government waste.

Study director: Paul Allen Beck; project coordinator: Anneliese Reich Oppenheim.

Population Research Laboratory University of Alberta

(Department of Sociology, University of
Alberta, Edmonton, Alberta T6G 2H4, Canada)

Completed projects:

Edmonton Area Study 1981; Winnipeg Area Study 1981. Conducted in February-March 1981 using identical questionnaires, sampling designs, data collection methods, and coding, the purpose of these surveys within two Western Canadian cities was to examine the migration

patterns of residents. Information was also collected on quality of life measures, attitudes toward aging, and common-law relationships. Personal interviews were conducted with a random sample of 400 residents (18 years of age or older) in Edmonton and 336 in Winnipeg, with response rates of 75% and 74%, respectively.

Study directors: L.W. Kennedy (University of Alberta) and Raymond Currie (University of Manitoba).

Research Triangle Institute North Carolina

(P.O. Box 12194, Research Triangle Park, NC
27709)

Social Survey Component of an Evaluation Study of the HMO Capitation Demonstration Program.

Scheduled for completion in August 1984, this study from the Health Care Financing Administration seeks to ascertain the effectiveness of capitation risk arrangements between the HCFA and health maintenance organizations (HMOs) with respect to Medicare beneficiaries. In the social survey component, conducted by RTI as subcontractor to Jurgovan and Blair, Inc., data will be collected on economic, health, and sociological issues from 3,000 HMO-enrolled and non-HMO-enrolled Medicare beneficiaries in three sites (Lansing, Mich.; Worcester, Mass.; and Minneapolis, Minn.). Three rounds of interviews will be conducted, with the first face-to-face. Panel members will then keep a diary of medical expenditures for two three-month periods, with each diary period followed by a telephone survey to capture the diary data.

Principal investigator: Fred Bryan, Jr.; survey director: Michael Weeks.

National Longitudinal Study of the High School Class of 1972 (NLS). The fourth follow-up survey in this continuing project, primarily funded by the National Center for Education Statistics, is scheduled for completion in June 1981. The focus of the NLS is the educational, vocational, and personal development of high school graduates and the personal, familial, social, institutional, and cultural factors that contribute to that development. In the base-year (1972), a national probability sample of 19,136 seniors from 1,070 public, private, and church-affiliated high schools completed a Student Questionnaire and took a 69-minute test battery. In the first follow-up (October 1973-April 1974), 4,315 students from the class of 1972 were added to the sample, for a potential total of over 23,000 respondents. A second follow-up began in October 1974 and a third in October 1976.

In this fourth follow-up, which covered the three-year period since the third follow-up, 77% of the 18,630 completed questionnaires were returned by mail, with the balance obtained by telephone and personal interview. Project director: John A. Riccobono; field director: Donald A. King.

Response Analysis Princeton, New Jersey

(Research Park, P.O. Box 158, Princeton, NJ 08540)

Methodological research:

To examine the effects on completion rates of monetary incentives and of sponsor identification, the sample in a March 1980 mail survey of 700 Delaware residents was divided into four groups of 175 each: (1) incentive, sponsor letterhead; (2) incentive, Response Analysis letterhead; (3) no incentive, sponsor letterhead; and (4) no incentive, RA letterhead. Completion rates were at least 50% higher from those receiving monetary incentives. In responses to statements describing the client's service, there was a consistent favorable bias when the sponsor's letterhead was used.

Social Science Research Institute University of Maine at Orono

(164 College Avenue, Orono, ME 04469)

Completed projects:

Employment and Unemployment among Maine Youth: A Longitudinal Study, 1978-1980. This study for the Maine State Employment and Training Council sought to determine the labor market outcomes, problems, status, attitudes, and correlates thereof of persons aged 16-23 who were living in Maine during the spring of 1978 and to determine and explain changes in those variables for those same individuals during the 1978-80 period. In Wave I (March-May 1978), personal interviews were conducted with a disproportionately stratified (by labor force status and geographic area) sample of 1,317 Maine residents who were 16-23 years of age, with an 87% response rate. In Wave II (May-August 1980), telephone interviews were completed with 1,081 (82% of the 1978 respondents). The merged panel data are available from SSRI.

Principal investigator: David H. Clark.

Nuclear Power Attitudes in Maine. Sponsored by the *Bangor (Maine) Daily News*, this study

sought to ascertain (and, in part, explain) attitudes in Maine regarding (1) construction of a second nuclear power plant in Maine; (2) the closing (versus the continued operation) of the Maine Yankee Atomic Power Plant in Wiscasset; and (3) the September 23, 1980, Maine-wide referendum, which, if passed, would have barred construction of any further plants and closed Maine Yankee. Random adults in random telephone households (listed or unlisted) in Maine were interviewed January 7-February 5 (N = 600) and September 4-17, 1980 (N = 500), with 81% of sampled residences reached in the first cross-section and 75% in the second.

Principal investigator and project manager: David Kovenock.

Environmental Problems--Hazardous Waste Survey. This survey, a segment in SSRI's February 1981 Omnibus Telephone Survey, was commissioned by the Maine Health Systems Agency to find out which environmental health problems the people of Maine felt were most important. Questions were also asked about whether government should keep tight controls over waste materials allowed in dumps, who should pay for hazardous waste disposal, and whether government should try to get industry to produce less waste or should spend money on building a special dump for hazardous waste disposal. The survey produced completed interviews with one randomly selected adult Maine resident in each of 500 randomly selected year-round homes with a telephone (whether listed or unlisted), for a response rate of 74%.

Project manager: Beth-Ellen Curran.

Survey Research Center University of California, Berkeley

(2538 Channing Way, Berkeley, CA 94720)

Epidemiology of Effects of Exposure to Toxic Wastes. In conjunction with staff of a unit in the California Department of Health Services established by the Legislature in 1980 to investigate public exposure to hazardous material disposal sites that might cause illness, SRC has developed a series of self-administered questionnaires, which are scheduled to be mailed beginning in June 1981 to residents of a dumpsite area in Southern California and to two control groups. Following a census of both the dumpsite area and a control area, residents will be asked to complete separate questionnaires for each member of the household, using one version for those 16 or older and a second version for children under 16, with a supplementary questionnaire for women of childbearing age. Residents are also asked to provide data for

pets in the household.

Project directors: Raymond Neutra and Margaret Deane (California Department of Health Services).

The Last Days of Life. As a first step in research to provide knowledge on how people die, in contrast to the causes of death, a small pilot project was conducted to find out the levels of activity and consciousness in the weeks and months preceding death and the extent of pain and suffering experienced on a cause-specific and place-specific (home or hospital) basis. Interviews were conducted with close relatives or others who spent the most time with the dying patients during their last days of life. A larger retrospective study of the same type is planned, as is a prospective study in which patients themselves will be interviewed.

Project directors: Dean F. Echenberg and Warren Winkelstein (School of Public Health, UCB).

Alcohol Outlets, Drinking Practices and Local Zoning. This NIAAA-funded research on the regulation of alcohol outlets includes two major components: (1) a study of the local political processes that communities use to control the presence of outlets in the community and (2) a study of the effects of the presence of outlets on people's drinking practices and problems associated with drinking. People's beliefs and actions about alcohol's presence in the community will be compared with the actual distribution of alcohol outlets and drinking practices and problems associated with that distribution. As a major part of data collection, SRC conducted a household survey of 1,000 Berkeley residents on their opinions regarding alcohol outlets and about their buying habits and drinking practices. In addition, the Social Research Group of UCB's School of Public Health interviewed public officials, alcohol outlet operators, and representatives of community groups and conducted a mail survey of University students. A parallel mail survey of students was conducted in 1979, shortly after a change in the so-called "one-mile limit" made alcohol sales closer to the campus legal.

Project directors: Friedner D. Wittman and Robin Room (School of Public Health, UCB).

Citizen Reasoning about Public Issues and Policy Trade-offs. To address the deficiency in knowledge of whether or how citizens reason about the "hard choices" often implied by policy trade-offs, the Russell Sage Foundation has supported this measurement development project led by J. Merrill Shanks (SRC) and also involving Michael Denney and Steven Hendricks from the University of Texas and Richard Brody from Stanford University. The first phase is a pilot computer-assisted

telephone survey scheduled for June-July 1981 of a national RDD sample of 500 persons to assess the degree to which citizens' policy priorities conflict with each other, and where they do conflict, to explore the ways in which such potential trade-off dilemmas are either reconciled or ignored. The major objective of this pilot survey is to learn when and how trade-off thinking enters into the formation and expression of public opinion and to describe the kinds of reasoning and/or alternative "psycho-logic" used to escape potential value conflicts, as well as the priorities that dominate when goal conflicts are recognized.

Completed project:

The Relation of Real Estate Agents' Training to Consumer Satisfaction. In this survey of recent sales of single-family homes, sponsored by the California Department of Real Estate (DRE), small samples of people who recently bought or sold homes in either of two middle-class areas in the San Francisco Bay Area were interviewed about their experience, the kinds of services provided by agents, and their satisfaction with the specific transaction. In each case, the real estate agent with whom the buyer or seller worked most closely was also interviewed about his/her own training and experience, the source of each of a number of important kinds of skill or knowledge, and opinions about certain kinds of training. Data collection was completed during the winter; a report summarizing the findings was delivered to DRE in May 1981. In a separate but related operation, SRC is examining DRE records to determine whether there is any relationship between real estate agents' general education and years of experience on the one hand and complaints filed against agents on the other. A report of these findings is scheduled for release by early August. Project directors: James A. Wiley (SRC) and Wallace F. Smith (School of Business Administration, UCB).

Survey Research Center University of Kentucky

(211 McVey Hall, speed sort #00452, Lexington, KY 40506)

Completed project:

UK-SRC Spring Poll 1981. The fifth in a series of biannual public opinion polls, the Spring Poll 1981 asked questions on health care, state and local government, and religious and political conservatism. Telephone interviews using modified RDD were conducted March 26-April 7 with a sample of 750 adult

residents (over 18) of Kentucky, with a response rate of approximately 72%.
UK-SRC Poll co-directors: Pamela Johnston Conover and Leonard Tipton.

Survey Research Centre York University

(Institute for Behavioural Research, 4700 Keele St., Downsview, Ontario M3J 1P3, Canada)

Social Change in Canada: Trends in Attitudes, Values and Perceptions--Phase 3. The main purpose of this study, funded by the Social Sciences and Humanities Research Council, is to develop time-series measures of the perceived quality of life and of other subjective social indicators for Canada and its major regions. In determining the subjective indicators, particular attention is paid to the role of significant life events and of physical, social, and economic conditions. Differences in a number of "domains" of everyday life, including individuals' perceptions of their jobs, income, housing, neighborhoods, communities, leisure activities, health, and personal and family relations are key areas of investigation. Indicators of personal values and alienation are also being developed. Another area of investigation is Canadians' attitudes on public policy issues, including their views on Quebec and national unity, inflation, unemployment, social welfare programs, immigration, foreign ownership, and the distribution of power in Canadian society. Personal interviews are to be completed by September 1981 with 3,600 adults (aged 18 and over) and 1,200 decision-makers across Canada. Principal investigators: Bernard Blishen, Tom Atkinson, Michael Ornstein, and Michael Stevenson.

Survey Research Laboratory University of Illinois

at Urbana-Champaign

(1005 W. Nevada St., Urbana, IL 61801)

Human Response to Artillery Blast Noise. This study, scheduled for completion in November 1981 for the U.S. Army Construction Engineering Research Laboratory, investigates human response to noise and vibration due to blast events in the Fort Lewis (Washington) artillery range and assesses annoyance reactions of local residents both to noise heard and to noise-induced interference with ordinary living activities. Face-to-face interviews will be conducted with a sample of 1,500

residents in the Fort Lewis area.
Project coordinator: Edward Lakner.

Completed projects:

Job Satisfaction of Community College Faculty. This study, completed in March 1981 for Charles Kozoll, Office of Continuing Education and Public Service, UIUC, sought to determine what factors contribute to job satisfaction among community college faculty. Telephone interviews were conducted with 42 instructors at community colleges in Illinois, with a 100% response rate.

Principal investigator: Faye Lesht (CEPS);
project coordinator: Jutta Sebestik (SRL).

AT&T Growth Rate Follow-up. The purpose of this study, completed in May 1981 for Charles Linke, Department of Finance, UIUC, was to determine the extent to which institutions use long-term growth projections in making stock investment decisions, what their growth estimate is for AT&T, and what sources of information they use for these estimates. Nine months after a first wave of interviews, telephone interviews were conducted with 679 institutions listed in the *Money Market Directory 1981*, with an 86% response rate.
Project coordinator: Diane O'Rourke.

at Chicago Circle

(4011 Behavioral Sciences Building, 602 S. Morgan Ave., Chicago, IL 60680)

Survey of Illinois Republican Committeemen. This NSF-funded survey for Mildred Schwartz, Department of Sociology, UICC, is part of a larger study whose overall purpose is to describe the environment in which political parties operate. The research is aimed at understanding how the recruitment of candidates and the mobilization of voters are affected by the relations among and within party segments and by the conditions of ambiguity. In this survey, telephone interviews are being conducted with a sample of 500 Republican committeemen in Illinois (excluding Cook County).

Project coordinator: Katherine Mallin.

Elderly Patient Satisfaction. This study for the Visiting Nurse Association of Chicago, scheduled for completion in October 1981, seeks to determine the satisfaction of elderly clients of the VNA with the care they received. A comparison of the level of satisfaction will be made by the socioeconomic status of these former clients, categorized by the VNA as deprived and non-deprived. Telephone interviews will be completed with 100 discharged VNA clients aged 65 or older in the

Chicago area.
Project coordinator: Francis A. Fullam.

Survey Research Program University of Kansas

(Center for Public Affairs, 607 Blake Hall,
University of Kansas, Lawrence, KS 66044)

Completed projects:

Planning for Solar Energy by Electrical Utility Companies in the U.S. This joint project between the Department of Energy, Solar Energy Research Institute, and the University of Kansas involved a series of interviews with 165 utility companies to gather information on why and how utilities have decided either to become directly involved in the solar energy technology or not to become involved.
Survey director: Sharon R. McLean.

Survey of Personnel Management Professionals. The purpose of this survey for the U.S. Office of Personnel Management was to compile, through telephone interviews with public and private institutions in Federal Region VII (Iowa, Missouri, Kansas, and Nebraska), a list of academicians and institutions currently engaged in research, instruction, or consulting in the area of personnel administration.
Survey director: Sharon R. McLean.

Wisconsin Survey Research Laboratory University of Wisconsin

(Lowell Hall, 610 Langdon Street, Madison, WI 53706)

Wisconsin Income and Spending Study. To be completed in June 1982, this evaluation of state programs related to employment, state taxes, and state standards for public assistance involves an area probability sample of 2,000 private households in Wisconsin in which the respondent is the person most responsible for the financial management of the household. The first contact will be a personal interview, with three further contacts by telephone and three mail questionnaires over 12 months. For additional information, contact Harry Sharp, Director, WSRL.

Completed projects:

Health Status: 1981. Conducted for the Wisconsin Department of Health and Social Services, this evaluation of the health of Wisconsin residents involved telephone interviews in 3,000 Wisconsin households with the

person most knowledgeable about the health of household members. Contact Harry Sharp, Director of WSRL, for further information.

Energy Use in the Private Commercial Sector. This survey for the Wisconsin Public Service Commission, which examined the energy use and conservation measures of Wisconsin businesses during the 1980-81 heating season, involved questionnaires mailed to a probability sample of 2,800 private businesses in the state. For additional information, contact Harry Sharp at WSRL.

Methodological research:

In a comparison of two methods of random-digit-dialing sample selection, WSRL is conducting a survey using the Waksberg sample selection process. Upon completion, the results will be compared with an RDD selection model developed by Charles Palit (WSRL's sample section head) and used for several years.

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Personnel Notes

At the Bureau of Social Science Research in Washington, D.C., *Herman T. Boland, Jr.* has become Secretary-Treasurer and Executive Officer. Boland served as Vice President for Administration of The Urban Institute for nine years and from 1979 to 1980 was a consultant for the National Oceanic and Atmospheric Administration and the Cable Television Information Center. He succeeds *John R. Taylor*, who retired in December 1980 after 18 years as Executive Officer of BSSR.

Joining the staff at BSSR as a Research Associate is *Charles S. Harris*, who previously headed research and evaluation for the National Council on the Aging, Inc.

John P. Milton has become Director of the Center for the Study of Middle-size Cities at Sangamon State University in Springfield, Illinois. *David C. Thomas* is now Director of the reactivated Survey Research Unit at the Center.

Christine Moline, Survey Manager at Mathematica Policy Research, has moved from the Denver to the Princeton office. Also at MPR, *John Homrighausen* and *Ann Ciemnecki*, both former Survey Associates, have been promoted to Survey Managers.

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Research Center News

Reorganization at Cincinnati

Effective May 1, 1981, the Behavioral Sciences Laboratory at the University of Cincinnati was reorganized and merged with other units to form the Institute for Policy Research. The new institute is comprised of BSL, the University's Institute of Governmental Research, and two new research centers, the Center for Neighborhood and Community Studies and the Center for Urban and Regional Analysis. BSL will continue to serve as a survey research center within the new institute. The Director of the Institute for Policy Research is Dr. Alfred J. Tuchfarber, previously Director of BSL.

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New in the Field

Network of State Polls

The newly formed Network of State Polls is a consortium of research organizations engaged in public opinion surveys at the state level. The goals are to advance knowledge of state culture and politics, facilitate comparative state research, and build an information base of common questions for academic researchers and practitioners.

The origin of the Network was a meeting in January 1980 of representatives of six state polls to discuss common interests and agree on a common set of questions (on state institutions, interest in politics, and the mass media) that each would ask on a spring survey. Under a Russell Sage grant to the University of Kentucky, a second conference was held in January 1981 attended by representatives from 20 academic polls: Alabama, Arkansas, Connecticut, Delaware, Florida, Kansas, Kentucky, Maine, Maryland, Massachusetts, Mississippi, Nebraska, New Hampshire, New Jersey, North Carolina, Ohio, South Carolina, Texas, Wisconsin, and Wyoming. Participants selected an executive council to coordinate common activities and agreed on a common core of questions to be included in surveys taken during the spring.

The Council has now worked out the organizational structure of the Network and is soliciting membership applications from nonacademic as well as academically based organizations with the long-range goal of having Network members in all states.

Additional information about the Network can be obtained from the Chair of the Council, Cliff Zukin, at The Eagleton Institute of Politics, Rutgers University, New Brunswick, NJ 08901; phone: (201) 828-2210. Other Council members who can provide information are Paul Beck (Florida State University), Don Ferree (University of Connecticut), Dave Moore (University of New Hampshire), John Robinson (University of Maryland), and Lee Sigelman (University of Kentucky).

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Requests for Material

NCHS Requests Health Survey Topics

The National Center for Health Statistics is seeking suggestions for topics to be developed in 1982 for inclusion in the 1983-84 questionnaires of the National Health Interview Survey. This continuing household interview survey collects data on the incidence of illness and accidental injuries, the prevalence of chronic diseases and impairments, the extent of disability, and the use of health services. The questionnaire consists of two basic parts: (1) a core of health, socioeconomic, and demographic items and (2) one or more supplements related to special health topics of current interest. A specific supplement is used for at least three months and may be completed for the entire household or for any subset of household members. Forthcoming supplements cover topics such as child health, visual acuity, health insurance, preventive care, alcohol consumption, and cost of cancer.

If you have a topic to submit, write to Earl Bryant, Associate Director, National Center for Health Statistics, Office of Interview and Examination Statistics, Room 2-44, 3700 East-West Highway, Hyattsville, MD 20782. You will be sent an information packet with instructions and guidelines for submissions.

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Announcements

International Statistics Meeting in Israel

An international meeting on the analysis of sample surveys and on sequential analysis will

be held at the Hebrew University of Jerusalem on June 14-18, 1982. The meeting is being organized by the Israel Statistical Association and cosponsored by the Israeli Academy of Sciences and Humanities, the Hebrew University, and the International Association of Survey Statisticians. The meeting will be devoted to two main subjects: Analysis of Sample Survey Data and Sequential Analysis. Titles or short abstracts of papers proposed for presentation at this 1982 meeting and requests for further information should be sent to J. Yahav or G. Nathan, Department of Statistics, Hebrew University, Jerusalem, Israel 91904.

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Jobs ↔ People

This free column is for the convenience of people available for work in survey research and organizations having job openings in survey research.

Listings should be sent to the Editor, *Survey Research*, University of Illinois, 1005 W. Nevada St., Urbana, IL 61801, and should be approximately 50 words in length. Names will be coded if requested.

Opening:

Director, Institute for Research in Social Science, University of North Carolina at Chapel Hill. 12-month appointment, joint as Professor in department of Director's discipline. Should have distinguished record of research, recognized potential for leadership including demonstrated skill in administration of research and ability to operate effectively in academic and multidisciplinary framework. Complete applications should include curriculum vitae, publication record, letters from individuals on candidate's scholarly qualifications and administrative skills, and statement on applicant's qualifications relative to the position. Send inquiries and applications to Prof. Richard G. Hiskey, Chairman Search Committee, Institute for Research in Social Science 026A, University of North Carolina, Chapel Hill, NC 27514. Deadline: September 21, 1981. The University of North Carolina is an Equal Opportunity/Affirmative Action Employer.

Opening:

Sampling Statistician, Survey Research Group at Abt Associates Inc. Ph.D. or M.S. with four years of experience in applied survey sampling. Will work individually and with other statisticians on sample designs for face-to-face, telephone, and mail surveys

for social science research contracts with government agencies. Responsibilities include design, selection, sampling error estimation, weighting, and computation of nonresponse adjustments for element and cluster samples. Experience in sampling rare populations also important. Salary range: \$25,000-\$35,000. Send resume, names of references, and salary history to Marianne Rusk, Personnel Department, Abt Associates Inc., 55 Wheeler Street, Cambridge, MA 02138.

Opening:

Sampling Statistician, Institute for Survey Research. Ph.D. or M.S. with experience in survey research. Responsibilities include design, execution, and evaluation of national and local probability samples for social, demographic, and economic surveys. Will work with multidisciplinary research staff on grant and contract research. Ample opportunity to pursue individual research interests. Available beginning April 1981. Salary range: \$24,000-\$35,000, commensurate with experience. Send resume with 3 references or direct inquiries to Koray Tanfer, Institute for Survey Research, Temple University, 1601 N. Broad St., Room 502, Philadelphia, PA 19122.

Opening:

Market research project director. Leading communications research firm needs trained behavioral researchers. Send samples of writing showing analytical abilities and use of research techniques. Advanced degree required. Competitive starting salary and great career advancement possibilities. Send resume to Dan Bormann, Vice President and Chief Administrative Officer, Frank N. Magid Associates, One Research Center, Marion, IA 52302.

Openings:

Positions with Carolina Health Survey, University of South Carolina. Interviewer Supervisors (6). Full-time employment with benefits through the University. Start October 1, 1981; end July 1982. Salary \$11,000-\$13,000, depending on experience. In-state travel will be necessary. Primary responsibilities are recruiting interviewers and supervising day-to-day field activities.

Interviewers (30). Part-time positions. Start February 1982; end July 1982. Salary \$4.50-\$5.50 per hour, depending on experience and completion of training. In-state travel, some night and weekend hours required. Survey pertains to health and medical care, specifically hypertension.

Contact Jan-Jan Lam, Assistant Project

Director, Carolina Health Survey, College of Public Health and Associated Health Programs, University of South Carolina, Columbia, SC 29208.

Available:

Research position wanted. Teaching, administration, and research experience in vocational education. Ph.D. (expected November 1981) in vocational-industrial education and educational psychology from The Pennsylvania State University. Has studied the National Longitudinal Surveys of Labor Market Experience of young men with special needs--disadvantaged and handicapped. Please contact Mehmet Kulahci, 12-M Graduate Circle, University Park, PA 16802; 814/865-8361 (office).

Publications and Data Sets

Updated GSS Bibliography

The *Annotated Bibliography of Papers Using the General Social Surveys*, by Tom W. Smith and Martina Hone, is available from NORC in its third edition (May 1981) for \$4 (including postage). In this edition, which contains nearly 600 annotations, each entry includes the citation, list of GSS years used and of other surveys used, list of GSS mnemonics for variables used, an index by mnemonic, and a brief abstract. Orders should be sent to the NORC Library, 6030 S. Ellis Ave., Chicago, IL 60637.

New WFS Series

A new Comparative Studies series has been added to the publications on the World Fertility Survey. The first four issues of the Cross-National Summaries in the series provide detailed and systematized information on the comparability (or lack thereof) of the field procedures, survey characteristics, questionnaire content and wording, and content of the First Country Reports:

1. Characteristics of the Surveys (Susheela Singh and Pat Platridis)
2. Comparability of Questionnaires (Singh)
3. Comparability of First Country Report Tabulations (Singh)
4. Background Characteristics Used in WFS Surveys (Singh)

Later volumes in the Cross-National Summaries

will present comparable results from as many surveys as possible. Copies of reports in the series are available from the Publications Office, World Fertility Survey, International Statistical Institute, 35-37 Grosvenor Gardens, London SW1W 0BS, U.K.

Two ISR Sourcebooks

As the result of work begun in 1971 at the Institute for Social Research at the University of Michigan, two data sourcebooks covering questions that have been repeated in ISR studies over the years have been compiled. The first volume, *American National Election Studies Data Sourcebook, 1952-1978*, by Warren E. Miller, Arthur H. Miller, and Edward J. Schneider, covers 14 national election studies. The other volume, *American Social Attitudes Data Sourcebook, 1947-1978*, by Philip E. Converse, Wendy J. Hoag, and William H. McGee III, covers almost 200 surveys of social attitudes. The volumes are available for \$25 each (paperbound) from Harvard University Press, 79 Garden St., Cambridge, MA 02138.

Harris Survey Sourcebook

The latest technical paper (#6) to be published by the Institute for Research in Social Science is the *Sourcebook of Harris National Surveys: Repeated Questions 1963-1976*, by Elizabeth Martin, Diana McDuffee, and Stanley Presser. This data sourcebook contains all questions asked more than once in the Harris national surveys (1963-1976) that are archived at the University of North Carolina's Louis Harris Data Center. The questions are identified by survey and arranged by topic. The approximately 500-page volume, which includes an introduction that describes the Data Center and its holdings, outlines Louis Harris survey procedures, and discusses common pitfalls in using these data to study social change, is available for \$18 (prepaid) from IRSS Publications, Institute for Research in Social Science, Manning Hall--026A, University of North Carolina, Chapel Hill, NC 27514.

Science Indicators Products Available

The results of the NSF-sponsored 1979 national survey of attitudes of the U.S. public toward science and technology are now available from the National Technical Information Service

(NTIS). This survey, which was performed by the Institute for Survey Research at Temple University and involved 125 questions on various aspects of science and technology, particularly space exploration, chemical food additives, and nuclear power, was conducted to provide material for the National Science Board's *Science Indicators--1980*.

The survey report, *Attitudes of the U.S. Public toward Science and Technology: 1979*, which discusses the method of the survey and its results, can be ordered as NTIS Order Number PB81-161317 for \$36.50 (paper copy) or \$3.50 (microfiche) from NTIS, U.S. Department of Commerce, Springfield, VA 22161.

A data tape containing the results of each interview will soon be obtainable from NTIS. In addition, NORC's report on the questionnaire design, *The Measurement of the Attitudes of the U.S. Public toward Organized Science*, is available from NTIS as PB81-155079 for \$17 (paper copy) or \$3.50 (microfiche).

New DPLS Data Tapes

The Data and Program Library Service (DPLS) at the University of Wisconsin-Madison has announced the availability of computer data tapes for the *U.S. Personnel and Funding Resources for Science, Engineering, and Technology*, a data collection program sponsored by NSF's Division of Science Resources Studies and carried out by a number of governmental and private data producers. These data document demographic, labor force, and skill characteristics of scientific and technical personnel and furnish employer-based information on sectors of the economy, occupations, and types of activities in which scientists and engineers are employed.

Under an NSF/SRS grant, DPLS is archiving selected studies produced by the program. The data files currently available are the following: Federal Support to Universities, Colleges, and Selected Nonprofit Institutions, 1971-; Graduate Science Student Support and Postdoctorals, Fall 1972-; Scientific and Engineering Expenditures at Universities and Colleges, 1972-; Surveys of Natural and Social Scientists and Engineers, 1972-1978; and Surveys of Recent Science and Engineering Graduates, 1976-. New surveys will be incorporated in the DPLS archive as they become available.

For further information on these data files, including technical specifications and cost, contact Karen Imhof, Data and Program Library Service, University of Wisconsin-Madison, Madison, WI 53706; phone: (608) 262-7962.

New Methodological Publications

NOTE: The publications listed below should be obtained from the author, organization, or publisher cited or from your local library. They are *not* available through *Survey Research* or the *Survey Research Laboratory*.

Assael, Henry, and Keon, John. "The importance of nonsampling vs. sampling errors in alternative survey research designs." *New Frontiers in Marketing* #80-78. New York: Marketing Dept., Graduate School of Business Administration, New York University, September 1980. 23pp. Xerox.

Backstrom, C.H., and Hursch-Cesar, G. *Survey Research*. 2nd ed. New York: Wiley, 1981. 464pp. \$12.95.

Bishop, George F.; Oldendick, Robert W.; and Tuchfarber, Alfred J. "Experiments in filtering political opinions." *Political Behavior*, 2 (no. 4, 1980), 339-69.

Bogue, Grant. *Basic Sociological Research Design*. Glenview, IL: Scott, Foresman, 1981. 288pp. \$8.95 softbound.

Burt, Ronald S. "Studying status/role-sets as ersatz network positions in mass surveys." *Sociological Methods & Research*, 9 (February 1981), 313-37.

Cannell, Charles F.; Miller, Peter V.; and Oksenberg, Lois. "Research on interviewing techniques." Pp. 389-437 in Samuel Leinhardt (ed.), *Sociological Methodology 1981*. San Francisco: Jossey-Bass, 1981.

Futrell, Charles M. "Effects of signed versus unsigned attitude questionnaires." *Journal of the Academy of Marketing Science*, 9 (Spring 1981), 93-98.

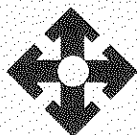
Gillespie, David F., and Milet, Dennis S. "Heterogeneous samples in organizational research." *Sociological Methods & Research*, 9 (February 1981), 375-88.

Gunn, Walter J., and Rhodes, Isabelle N. "Physician response rates to a telephone survey: Effects of monetary incentive level." *Public Opinion Quarterly*, 45 (Spring 1981), 109-15.

Heberlein, Thomas A., and Baumgartner, Robert. "Is a questionnaire necessary in a second mailing?" *Public Opinion Quarterly*, 45 (Spring 1981), 102-8.

Hornik, Jacob. "Time cue and time perception effect on response to mail surveys."

- Journal of Marketing Research*, 18 (May 1981), 243-48.
- Jackson, David J., and Borgatta, Edgar F. (eds.). *Factor Analysis and Measurement in Sociological Research: A Multi-dimensional Perspective*. Beverly Hills, CA: Sage, 1981. 320 pp. \$22.50.
- Labaw, Patricia. *Advanced Questionnaire Design*. Cambridge, MA: Abt Books, 1980. 183pp. \$14.00.
- Little, Taylor E., and Pressley, Milton M. "A multifactor experiment on the generalizability of direct mail advertising response techniques to mail survey design." *Journal of the Academy of Marketing Science*, 8 (Fall 1980), 390-404.
- McCrohan, Kevin F., and Lowe, Larry S. "A cost/benefit approach to postage used on mail questionnaires." *Journal of Marketing*, 45, (Winter 1981), 130-33.
- Monk, Janet. "The computerised procedure for postal surveys." *Survey Methodology Bulletin* (Social Survey Division, Office of Population Censuses and Surveys, St Catherine's House, 10 Kingsway, London WC2B 6JP, U.K.), no. 12 (April 1980), 20-24.
- Nathan, G., and Holt, D. "The effect of survey design on regression analysis." *Journal of the Royal Statistical Society, Ser. B*, 42 (no. 3, 1980), 377-86.
- Palit, Charles, and Sharp, Harry. "Micro-computer assisted telephone interviewing." Wisconsin Survey Research Laboratory, University of Wisconsin-Madison, February 1981.
- Sharp, Harry. "The Wisconsin Survey Research Laboratory's call result code: A numeric system for sample processing." Wisconsin Survey Research Laboratory, University of Wisconsin-Madison, December 1980.
- Skinner, Steven J., and Childers, Terry L. "Respondent identification in mail surveys." *Journal of Advertising Research*, 20 (December 1980), 57-61.
- Steeh, Charlotte G. "Trends in nonresponse rates, 1952-1979." *Public Opinion Quarterly*, 45 (Spring 1981), 40-57.
- Tracy, Paul E., and Fox, James Alan. "The validity of randomized response for sensitive measurements." *American Sociological Review*, 46 (April 1981), 187-200.
- U.S. Bureau of the Census. *History of the 1977 Economic Censuses*. Washington, DC: U.S. Government Printing Office, December 1980. 566pp. \$10.
- Upah, Gregory D., and Cosmas, Stephen C. "The use of telephone dials as attitude scales: A laboratory experiment." *Journal of the Academy of Marketing Science*, 8 (Fall 1980), 416-26.
- Wilson, Paul. "Improving the methodology of drinking surveys." *Survey Methodology Bulletin* (Social Survey Division, Office of Population Censuses and Surveys, St Catherine's House, 10 Kingsway, London WC2B 6JP, U.K.), no. 12 (April 1980), 28-29.



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